Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-40. (canceled)

41. (currently amended) Method for transmitting messages in a ~~telecommunication~~ telecommunications network comprising a ~~communication~~ communications server and at least one wireless telephone, said server comprising means for sending messages to one or more wireless telephones, the wireless telephone or telephones being equipped with memory means for storing and processing messages, wherein it comprises:

a step for sending a message (Mess-Serv) comprising a field (V-TYP) containing at least one information in a plurality of sub-fields relative to the standard profile of the recipient of the message, and

a step for processing the message received by the recipient, for identifying and for comparing each information of the sub-fields in the standard profile contained in this message (Mess-Serv) with each information of a user's subscriber profile stored in the memory means of the wireless telephone,

a step for storing the message in the storage means of the wireless telephone if the user's subscriber profile is compatible with the standard profile contained in the message, and

a step for sending a notification from the wireless telephone to the server, containing a number of times a given message has displayed a profile of the wireless

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telephone that displayed it and data identifying the number of the message displayed and sent by an advertising client, as well as data identifying the advertising client.

42. (Previously Presented) Method according to claim 41, wherein the wireless telephone or telephones comprise display means, the method including a step for displaying messages upon occurrence of events specified in a field of the message.

43. (Previously Presented) Method according to claim 41, wherein it includes a step for sending an acknowledgement of receipt of the message.

44. (Previously Presented) Method according to claim 41, wherein it includes a step for sending an acknowledgement of receipt of the message, the acknowledgement of receipt being accompanied by the profile of the user that received the message.

45. (canceled)

46. (Previously Presented) A method according to claim 41 further including the step of logging and extracting statistics from notifications or acknowledgements of reception received from the wireless telephone using an algorithm in the server.

47. (canceled)

48. (canceled)

49. (new) A method for operating a wireless telephone receiving messages from a communications server a, said server sending messages to one or more wireless telephones, the wireless telephone or telephones being equipped with memory means for storing and processing messages wherein said method comprises:

a step for receiving a message (Mess Serv) comprising a field (V-Typ) containing at least one information in a plurality of sub-fields relative to a standard profile of the recipient of the message,

a step for processing the receiving message thereby identifying and comparing each information of the sub-fields in the standard profile contained in contained in the message (Mess-Serv) with each information of a user's subscriber profile stored in the memory means of said wireless telephone,

a step for storing the message in the storage means of the wireless telephone if the user's subscriber profile is compatible with the standard profile contained in the message, and

a step for sending a notification from the wireless telephone to the server, containing a number of times a given message has been displayed and data identifying the number of the message displayed, a profile of the wireless telephone that displayed it, and data identifying the number of the message displayed and sent by an advertising client, as well as data identifying the advertising client.